

ASD-PR136

GRADUATION
MAJOR PROJECT

2022

Tanya Prasad | Bachelor of Visual Arts
Advertising Design Research Project - 2

GUIDE : Abhishek Ganeshgudi C

BRAND IDENTITY

 urban swan





preface

As a part of the college curriculum, the end of the student tenure at Acharya School of Design is marked by the conclusion of an extensive research based project which can be either organizational or self-initiated.

A student is expected to create brand identity for a brand with the application and implementation capabilities in the field of design and on a topic that is related to the respective discipline that has been perused by the student.

I present the total exploration and making of another item, administration, or organization in this task, alongside the marking strategy, various business and advertising procedures, and a user interface and experience design that is both simple and straightforward.

I'm making another new trolley bag brand which will be contrasted with its own logo, guides and manual, corporate personality, online entertainment posts, bundling, printable distributions and a site.

The final design ideas and models were created utilizing various tests, investigates, draws, and ideations.



01 Introduction

Research
Selection of the topic
Why this name?

02 Types of Travel Bags

03 Competitors

04 Literature Review

05 About the Brand

Aim
Objective
Significance of the project
Purpose of the project
Problem Statement
Methodology

06 SWOT Analysis

07 Design Iterative Process

Mind Mapping
Moodboard
Sketches

08 Brand Identity Brand Strategy Brand Voice

09 Basic Brand Standards

Logo
Brand Color
Brand Typography

10 Stationary Items

11 Collaterals